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WHAT IS CLAIMED IS:

1. ~~A portable information terminal apparatus~~
comprising:

a communication part for transmitting and receiving signals by utilizing a radio channel;

a display mode selection part for selecting a display mode in which contents of data contained in said signals are displayed with one or more display colors;

a display color selection part for selecting an allowable number of the display colors to be used, when said contents of data are displayed in accordance with a selection result by said display mode selection part; and

a data display part for displaying said contents of data in the display mode selected by said display mode selection part, and with the selected allowable number of the display colors selected by said display color selection part.

2. The portable information terminal apparatus according to claim 1, wherein said display color selection part selects at least one kind of the display colors, when the display mode for said contents of data selected by said display mode selection part is set to a display mode other than for an image data.

3. The portable information terminal apparatus according to claim 1, wherein said data display part comprises light emitting elements, each having a color different from each other, constituting a pixel of a display screen, and a drive circuit to drive said light emitting

elements.

4. The portable information terminal apparatus according to claim 2, wherein said data display part comprises light emitting elements, each having a color different from each other, constituting a pixel of a display screen, and a drive circuit to drive said light emitting elements.

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